

The background of the entire image shows two women in an office setting. The woman on the left has long dark hair and is wearing a black top. The woman on the right has short dark hair, wears glasses and a light-colored shirt, and is pointing her finger towards the camera. They are surrounded by orange sticky notes on a wall.

Certification according to DIN EN 20252

ISO 20252 **product sheet**

The requirements of DIN ISO 20252 for market, opinion and social research services make a decisive contribution to ensuring the recognition of scientific surveys in the long term and therefore to maintaining the trust of the public and, above all, the customer, in the field of market research.

What DIN ISO 20252 stands for

Since 2006, the market research industry has had its own standard, "ISO 20252 - Market, opinion and social research - Vocabulary and service requirements," which covers the specific requirements placed on this industry. With the revised ISO 20252:2019, the standard has once again been adapted to the new developments in the field of research methods and techniques and serves as a quality standard for the whole of the research process. As a supplement to your existing management system according to ISO 9001, certification according to DIN ISO 20252 is a demonstration of your superior qualification in your industry.

Benefits of DIN ISO 20252 certification

With [certification according to DIN ISO 20252](#) you can optimize your research processes and increase your competitiveness. You also get additional benefits:

- ▶ Increased quality of your market, opinion or social research
- ▶ Improvement of the probability of securing jobs from public tendering by providing neutral proof of certification
- ▶ Sustained improvement of the process-related awareness in your company
- ▶ Increased transparency of your research

Steps for your successful certification

1. Information

- ▶ Clarification of outstanding issues
- ▶ Joint determination of the next steps
- ▶ Project Meeting

2. On-site audit including document verification

- ▶ Readiness analysis
- ▶ Description of your management system
- ▶ Quality capability towards your customers
- ▶ Implementation of the documented statements in daily business

3. Audit report and assessment

- ▶ Results of our assessment
- ▶ In the case of discrepancies, recommendations for potential optimizations and post-evaluation

4. Certificate and DEKRA seal

- ▶ Issuing of the certificate after successful completion of certification
- ▶ Issuing of the **DEKRA seal** for the duration of your certificate

5. Annual surveillance

- ▶ Surveillance audit every 12 months
- ▶ Recertification audit before three years have lapsed

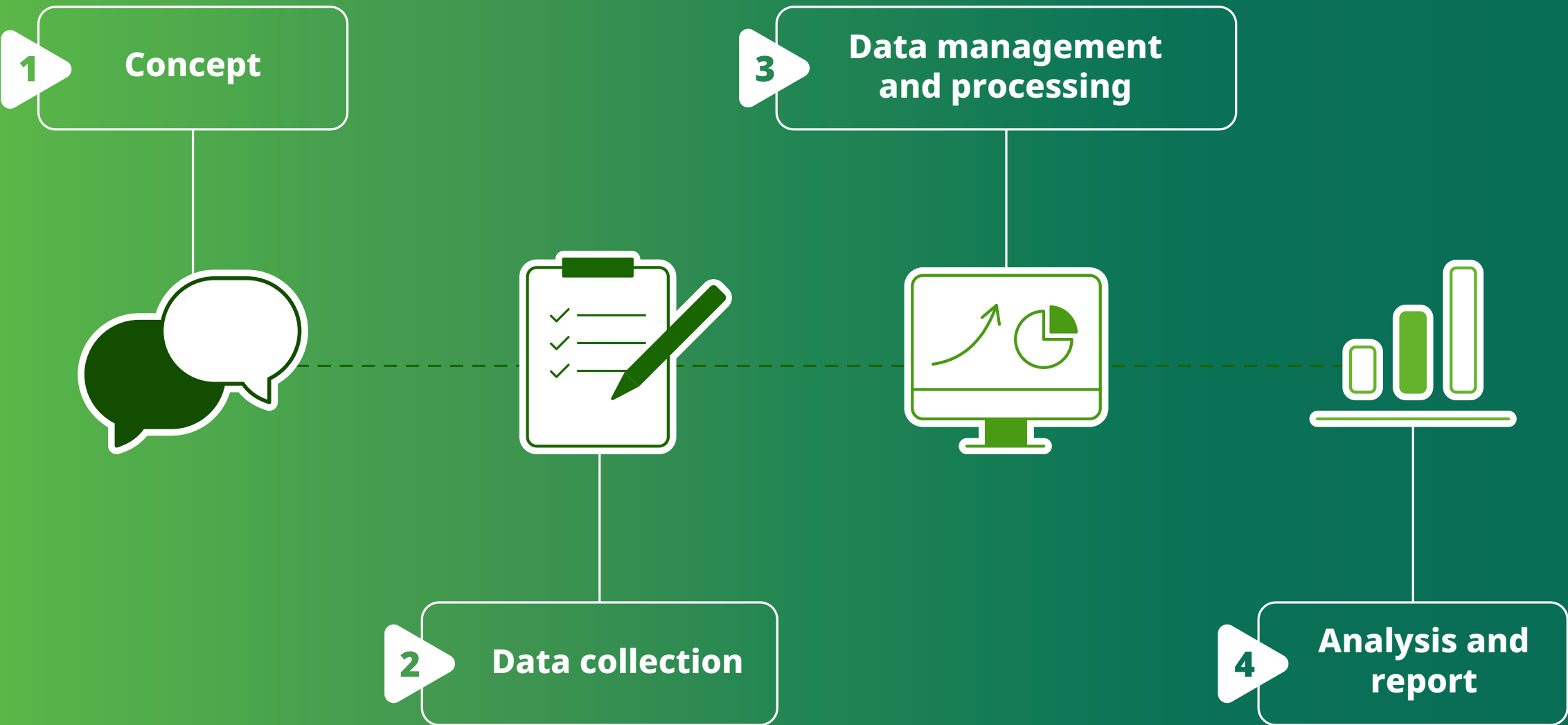
Are you interested in obtaining certification according to ISO 20252:2019? Contact us today to learn more about the standard for the market research industry!

Contact us!

Find out more!



Our ISO 20252 certification
for your entire research process



Other services you can benefit from

You can also have other quality, environmental and safety management systems certified by us, for example in accordance with **ISO 9001**, **ISO 14001** and **ISO 45001**, as well as their combinations. Our wide-ranging portfolio offers you the right certification! The DEKRA Group also offers you the following services:

- ▶ Assessments for compliance with internal rules
- ▶ Personal certifications
- ▶ Product audits and certification

Excellence – the DEKRA seal



Add an exclamation mark that stands for the highest quality and reliability – across all industries and internationally. The DEKRA seal is an excellent way to promote your company's image, a marketing tool and a way to stand out from the competition. In this way, you can show your customers and business partners that your service is worth their time and money. We will be happy to assist you.

Would you like more information?
Visit our website:

dekra-certification.de